

Top Interior Designs: Retail

by Selina Denman on Jul 20, 2010



Location: Etisalat Dubai Mall Design: Imagination

Having already designed seven outlets for Etisalat, Imagination was given free rein when it came to the telecom giant's Dubai Mall retail space.

"They gave us the freedom to create, within their specified requirements, an environment that would be unlike any other retail experience that their consumers would have been part of," explained Alfred Johnson, managing partner, Imagination.

The aim was to create a brand-enhancing, cutting-edge space that built on the 'new age' feel of Etisalat's other outlets. In previous stores, Imagination had used organic shapes, futuristic materials and biomorphic detailing to create an exciting new brand identity for Etisalat. The intention was to take this one step further in the Dubai Mall.

"The Etisalat Dubai Mall outlet explored the realm of using biomorphic fluid architectural detailing in a way that had never been done before in the region. "Every aspect of this creation was developed from the client's brand ideology and detailed to elevate and reinstate their position as technological pioneers in the region," Johnson detailed.

"Having specified their mandatory requirements within the retail space, we proceeded to craft various elements, such as quick 'E' workstations, freestanding displays, a branded visual aid and wall-mounted display units, from their corporate identity."

The freestanding displays grow from fluid lines at the base of the floor into crystal glass tops that showcase Etisalat's product. "And the wall mounted displays were drawn from biomorphic lines resembling the Etisalat logo, all the while being complemented by the fusion and LED-etched glass walls on either side of the store."